

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation and why media is getting the negative reputation regarding their impartiality.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what's good for keeping our democracy strong. It is more important to hear the candidates, in their own words, with their ideas and policies and solutions.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the public needs to demand unbiased, by partisan information and stop taking what is being given as fact. Sinclair needs to show the public the respect they deserve.